



Press Release

For Immediate Release

Ovolo pushes the boundaries of *effortless living* across Asia Pacific

*The young Hong Kong-based independent hotel group
announces three new acquisitions in Australia*

Hong Kong, 10 July 2014 – Hong Kong-based [Ovolo Group Ltd.](#), part of Hind Hotels & Properties Ltd., has rapidly grown into one of Hong Kong's largest independent hotel and serviced apartment owner-operators since it was founded in 2002. The Group's latest project in Hong Kong, Ovolo Southside, has just opened in July as the first warehouse-to-hotel conversion in Hong Kong. Beyond the territory, the Group is making strong headway in Australia as it announces three new acquisitions: **BLUE Sydney** and **Hotel 1888** in Sydney, as well as **Oaks on Lonsdale** in Melbourne, Australia.

Speaking of the latest hotel acquisitions in Australia, Mr Girish Jhunjhnuwala, Founder and CEO of Ovolo Hotels, said: "2014 marks a significant milestone for Ovolo Hotels by acquiring three hotels outside Hong Kong. The purchase is part of an aggressive brand expansion strategy across Australia. They presented a unique opportunity for us to reinforce our presence in the Australian hotel market."

BLUE Sydney

The award winning* [BLUE Sydney](#) (A Taj Hotel, and formerly the 'W Sydney') is the Group's most recent acquisition in Australia. Located on the Wharf at Woolloomooloo Sydney, the hotel features 100 guestrooms including 36 loft suites with spectacular views of the Sydney Harbour foreshore, city sky line and the Royal Botanical Gardens. Ovolo Hotels made the purchase at the end of June 2014. Following the scheduled handover date on 31 October 2014, the boutique hotel will undergo a gradual renovation with the implementation of Ovolo's unique style and brand standards and will be rebranded as an Ovolo hotel after the upgrade is complete.

Oaks on Lonsdale and Hotel 1888

Earlier in March and May 2014, Ovolo Hotels acquired [Oaks on Lonsdale](#) Serviced Apartments complex in Melbourne and Hotel 1888 in Sydney. The Group continues to work in close partnership with the current hotel operators. To further strengthen the Ovolo brand in the Australian hotel market, all properties will be rebranded once a suitable timeframe for renovation has been set.

Situated at the Paris end of the Melbourne CBD, at the heart of the city's live theatre precinct, the 4.5 star Oaks on Lonsdale incorporates 148 spacious guest rooms, the majority of which are one or two bedroom apartments. After gradual renovation, Oaks on Lonsdale will be transformed into a unique and spacious all-Suite Lifestyle hotel property. Converted from a wool warehouse that was original built in 1888, [Hotel 1888](#) is the world's first Instagram hotel incorporating 90 spacious guest



rooms. Situated on the CBD fringe of Pyrmont, Hotel 1888 is expected to greatly benefit from the new Sydney Convention Centre.

Ovolo Melbourne

Back in 2012 Ovolo Hotels made its presence on the Australian hotel market with the launch of its first iconic hotel in Melbourne's CBD, Ovolo Melbourne at 19 Little Bourke Street. The boutique hotel opened in early September 2012 comprising 43 suites ranging from well-designed studio apartments to the luxury penthouses complete with personal terraces.

Mr Girish Jhunjhnuwala said: "Sydney and Melbourne continue to be the top destinations for hotel investors and for foreign capital into Australia. Through the Group's expansion plan in the country and later in the Asia Pacific region, we hope to inspire design conscious living offering high-tech touches that have become a hallmark of the brand. Our aim is to provide truly effortless living and experience our unique personalized service with all the extras included."

Ovolo Hotels is renowned for offering the first-to-market all-inclusive services, a cornerstone of the Group's core concept of *effortless living*. Styled for maximum guest convenience and comfort, the hotel offers free breakfast and Happy Hour social drinks daily, alongside free daily replenished in-room minibar, free Wi-Fi, self-service laundry facilities and flexible check out. With the new property joining the Group's portfolio reaching a larger, international audience, Ovolo Hotels give more shiny happy people a chance to enjoy their bright rooms and bright ideas.

Ovolo Hotels' properties in Australia are located at:

- BLUE Sydney: 6 Cowper Wharf Road, Woolloomooloo, New South Wales, Australia
- Hotel 1888: 139 Murray St, Pyrmont, New South Wales, Australia
- Oaks on Lonsdale: 23-33 Lonsdale St, Melbourne, Victoria, Australia
- Ovolo Melbourne: 19 Little Bourke Street, Melbourne, Victoria, Australia

*BLUE Sydney has inspired travel connoisseurs, seasoned critics and the press to bestow a number of awards, including 'Australia's Leading Boutique Hotel' by World Travel Awards, London in Oct 2010; 'Top Hotel in Oceania' by Conde Nast Readers Choice Award in Jan 2010, and 'Top 20 Best Australian Hotels' by Luxury Travel Magazine Gold List in Jan 2009.

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Notes to Editor

About Ovolo Hotels

Founded by Girish Jhunjhnuwala in 2002, [Ovolo](#) has become one of Hong Kong's largest independent hotel and serviced apartment owner-operators in little over a decade by providing business and leisure guests with the best in effortless living. The company keeps in touch with the modern traveller through award-winning interior designs, detail-driven comforts, focused all-inclusive services and cutting-edge en-suite technology, all done in a signature style. A proud Hong Kong brand, Ovolo remains a family owned and privately operated business with a charitable core. The company now runs seven hotels and serviced apartment properties in Hong Kong Island and West Kowloon and four hotels in Australia. With the recent projects in Australia and others being



considered across Asia, Ovolo is now taking the brand to a larger, international audience and giving more shiny happy people a chance to enjoy their bright rooms and bright ideas.

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